

Appln No. 10/815,644
Amdt. Dated March 10, 2006
Response to Office Action of January 17, 2006

12

REMARKS/ARGUMENTS

The Office Action has been carefully considered. It is respectfully submitted that the issues raised are traversed, being hereinafter addressed with reference to the relevant headings appearing in the Detailed Action section of the Office Action.

Claim amendment

The Applicant has amended the independent claims 1, 7, 18, 22 and 33 to include a feature derived from claims 5 and 20, such that the interaction data represents interaction of the sensing device with the coded data based on the position of the sensing device relative to the product label for the selected token. Other amendments to the claims are intended to improve clarity. The Applicant respectfully submits that the amendments to the claim set are fully supported by the originally filed specification.

Claim Rejections – 35 USC § 102

The Examiner rejects claims 1-3, 7-8, 11-12, 15-18, 22-23, 26-27, 30-34 and 38-40 under 35 U.S.C. §102(b) as being anticipated by Thomas et al (US Patent Application Publication No. 2002/0091571).

Thomas et al describes at paragraphs [0055] to [0057], with reference to Figure 2, a wireless purchasing device for transmitting and receiving electronic coupon information with a manufacturer's or vendor's computer device. As described at paragraph [0065], the type of data for an electronic coupon exchanged between the wireless purchasing device and the computer device does not include parameters relating to the position a sensing device relative to a label corresponding to a coupon. In contrast, paragraphs [0022]-[0024] and [0081]-[0082] describe a number of ways in which electronic coupons can be obtained, and none on which relates to or suggests determining a relative position. Once electronic coupons have been obtained and stored, the wireless purchasing device accesses the stored electronic coupons and, as described at paragraphs [0084] to [0085], analyzes the coupons to provide the greatest benefit before transmitting electronic coupons to the computer device for redemption.

Accordingly, Thomas et al does not disclose or suggest the feature of generating interaction data representing interaction of the sensing device with coded data based on the position of the sensing device relative to the product label for a selected token. A claim is anticipated if all of its limitations are present in a single reference in the prior art. Because all of the limitations of the claims of the present invention are not present in Thomas et al, the present invention is not anticipated by Thomas et al and the rejection is traversed. Reconsideration and withdrawal of the rejection is respectfully requested.

Appin No. 10/815,644
Amdt. Dated March 10, 2006
Response to Office Action of January 17, 2006

13

In view of the foregoing, it is respectfully requested that the Examiner reconsider and withdraw the rejections. The present application is believed to be in condition for allowance. Accordingly, the Applicant respectfully requests a Notice of Allowance of all the claims presently under examination.

Very respectfully,
Applicant:



KIA SILVERBROOK

Applicant:



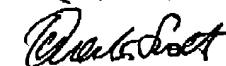
PAUL LAPSTUN

Applicant:



JACQUELINE ANNE LAPSTUN

Applicant:



PAUL QUENTIN SCOTT

C/o:

Silverbrook Research Pty Ltd
393 Darling Street
Balmain NSW 2041, Australia

Email:

kia.silverbrook@silverbrookresearch.com

Telephone:

+612 9818 6633

Facsimile:

+61 2 9555 7762